



WEST VALLEY CITY  
Unity Pride Progress

## NEWS ADVISORY

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### FOR IMMEDIATE RELEASE

Date: February 4, 2010

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### **Financial Fitness Fair to be held at West Valley City Family Fitness Center**

WHAT: Financial Fitness Fair

WHEN: Saturday, February 6, 2010  
10 a.m. to 2 p.m.

WHERE: West Valley City Family Fitness Center  
5415 West 3100 South

WHO: Everyone is invited to attend to learn more about smart money management. Households earning \$49,000 or less may also receive free Income Tax preparation assistance.

WHY: According to [utahtaxhelp.org](http://utahtaxhelp.org), as many as 40,000 households fail to file for the Earned Income Tax Credits. That is up to \$80 million in federal EITC money that is left unclaimed by Utahns each year. An increase of 10,000 households that qualify for EITC could bring an additional \$17 million in direct payments to Utah this year. In all, EITC could help to generate up to \$63 million in additional economic activity. One common misconception about EITC is that you have to have children to qualify, that is false.

This year, in addition to free tax preparation services available at the Financial Fitness Fair, information will be available to attendees about smart money management, how to open bank accounts, and how to sign up for programs such as CHIP, UPP, Medicaid, and HEAT.

"West Valley City residents are strongly encouraged to take advantage of this amazing opportunity," stated Mayor Mike Winder. "In this economy, we are all looking to find ways to make our money stretch a little bit." This is the second year that West Valley City has hosted this event. Partners for this year's event include: Community Action Partnership of Utah, GAIN, United Way, American Express, and West Valley City.

West Valley City Mayor Winder and CAP Utah's executive director Heather Tritten will be available for interviews and for photo opportunities from 10:30 to 11:00 a.m.

For more information about this event, call Craig Thomas at (801) 963-3285 or Casey Cristoffersen at (801) 433-3025.

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